



**GSA Northwest/Arctic Region**

The background of the entire page is a stylized, painterly representation of the United States flag. It features horizontal stripes of red, white, and blue, with a field of white stars on a blue background in the upper right corner. The style is reminiscent of a classical painting, with visible brushstrokes and a slightly aged, textured appearance.

# **How to do Business with GSA**

**August 11, 2009**

Office of Small Business Utilization (OSBU)



## **U.S. General Services Administration (GSA)**

### **MISSION**

To "help federal agencies better serve the public by offering, at best value, superior workplaces, expert solutions, acquisition services and management policies."



# Structure

GSA Regional Offices are located in Boston, New York, Philadelphia, Atlanta, Chicago, Kansas City, Fort Worth, Denver, San Francisco, Auburn (Washington), Washington, DC.

**Public Buildings Service (PBS)** mission is providing superior workplaces for federal customer agencies at good economies to the American taxpayer. PBS is the largest public real estate organization in the country. PBS has an inventory of over 342 million square feet of workspace for 1.1 million federal employees in 2,100 American communities. This comprises over 1,500 government-owned buildings, or approximately 51 percent of GSA's total inventory. The remaining 49 percent is in privately owned leased facilities.

**GSA**

**Federal Acquisition Service (FAS).** GSA is America's only source solely dedicated to procuring goods and services for government. As an integral part of GSA, the Federal Acquisition Service (FAS) possesses unrivaled capability to deliver comprehensive products and services across government at the best value possible. FAS offers a continuum of innovative solutions in the areas of: Products and Services, Technology, Motor Vehicle Management, Transportation Travel, Procurement and Online Acquisition Tools

## **SCHEDULES program**

- National program
- Provides contracts products/services for agencies

## **LANDLORD of the Federal**

### **Government**

- Geographically based
- Customers in owned/leased space
- Appropriated

**Public Buildings Service**

**Federal Acquisition Service**

- Buys goods/services in respective areas

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# How to get started with GSA?

- **Find your NAICS code:** <http://www.census.gov/eos/www/naics/>  
The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

- **Register for a DUNS #** ([fedgov.dnb.com](http://fedgov.dnb.com))  
Dun & Bradstreet (D&B) provides a D-U-N-S Number, a unique nine digit identification number, for each physical location of your business. D-U-N-S Number assignment is FREE for all businesses required to register with the US Federal government for contracts or grants.

- **Registration in Central Contractor Registration** ([www.ccr.gov](http://www.ccr.gov))  
All vendors should be registered in this site to do business with the federal government.

- **Registration in Online Certifications and Representations Application (ORCA)** ([orca.bpn.gov](http://orca.bpn.gov))

As part of the Integrated Acquisition Environment (IAE) E-Government initiative, the existing Department of Defense Central Contractor Registration system will be expanded into a Business Partner Network (BPN) that will be used by all agencies. The BPN will provide a web-enabled capability for identifying Federal and industry trading partners. It will also create a one-stop source of information about trading partners, such as Equal Employment Opportunity compliance checks, size status, Excluded Parties List information, past performance evaluations and representations and certifications. All those seeking to do business with the Federal government will be required to register within the BPN. ORCA was developed as a result of the Quicksilver team and deemed necessary to assist in bringing the federal government together, online.

- **Determining if GSA is the right agency for buying what you have to sell**

## Most Important!!

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## Public Buildings Service

The mission of the Northwest/Arctic Region of the Public Buildings Service is identical to that of the National Public Buildings Service: Provide a superior workplace for the federal worker and a superior value for the American tax payer. In this Region, we accomplish the mission through an inventory of owned and leased buildings at various locations in the states of Alaska, Idaho, Oregon and Washington, a total of 650 buildings containing 15.5 million square feet of space. Our customers represent 30 different Federal agencies with operations in the four state Region



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# Things you need to know:

- 1) GSA posts a Forecast of Opportunities each quarter on: [www.gsa.gov](http://www.gsa.gov) (search "Forecast of Opportunities") \*\*The majority of these are going to pertain to projects with the Public Buildings Service, so think about whether you provide a product or service that fits into that mission. These advertised opportunities will be listed in FedBizOpps too, [www.fbo.gov](http://www.fbo.gov).
- 2) If you're looking for information on any RECOVERY ACT projects, please check [www.recovery.gov](http://www.recovery.gov). That's the website for directing all data pertaining to Recovery Act approved projects in the federal government. As of right now, GSA does not have information on Recovery Act as it pertains to our agency.
- 3) If you're pursuing any federal work, please be sure you are registered in Central Contractor Registration (CCR) system and keep it updated. [www.ccr.gov](http://www.ccr.gov)
- 4) Our Public Buildings Service (PBS) posts the majority of \$25,000 and up valued projects on FedBizOpps, but if they have a need that GSA's Schedules Program can fulfill, they can contract through that program and those opportunities will not be made public. We will talk about "Schedules" next.



**Small Business Goals:** *Measurement based on percentage of total dollars obligated in a fiscal year*

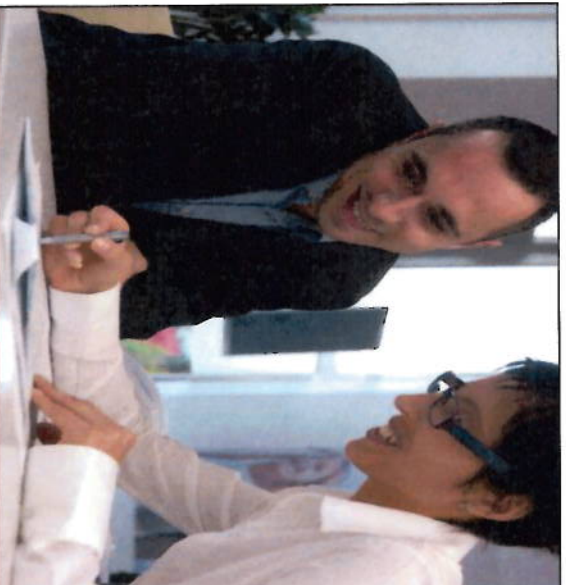
<b>Total Small Business</b>	<b>40%</b>
• <b>Small Disadvantage Business (SDB)</b>	<b>8%</b>
• <b>Section 8(a)</b>	<b>5%</b>
• <b>HUBZone Small Business</b>	<b>3%</b>
• <b>Woman Owned Small Business</b>	<b>5%</b>
• <b>Service Disabled Veteran Owned Small Business</b>	<b>3%</b>





# Federal Acquisition Service

Best known for GSA *Schedules* Program



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# *What are SCHEDULES?*

Under the Schedules Program, GSA establishes long-term government-wide contracts with commercial firms to provide access to over 11 million commercial supplies (products) and services that can be ordered directly from GSA Schedule contractors or through the [GSA Advantage!](#)<sup>®</sup> online shopping and ordering system

\*\*Note\*\* If any agency asks you for a GSA Number, this is the program they are referring to. The “number” is actually a GSA Contract Schedule # and looks like this example: **GS-03F-5025C**





## Deciding if pursuing a GSA Schedule is right for you?

1) How long have you been in business?

*Most Schedules have a “minimum time in business” requirement of 2-3 years*

2) What brings you to GSA?

3) Does your decision fit into your business plan?

4) Who buys what you have to sell?

**\*\*This is key to being successful on a GSA Schedules contract is knowing what federal agencies buy what you sell\*\***

5. Complete the Pathways to Success training on-line.

[http://webcast.gsa.gov/login.asp?lib=pn100381\\_gsa\\_pathways](http://webcast.gsa.gov/login.asp?lib=pn100381_gsa_pathways)





**First, search this site to see if we have a Schedule contract that fits your company**  
**[www.gsaelibrary.gsa.gov](http://www.gsaelibrary.gsa.gov)**

GSA

## Schedules e-Library

Home

Federal Supply Schedule Listing

Basic Schedule Ordering Guidelines

GSA Advantage

e-Buy

Help

### Welcome to Schedules e-Library

Schedules e-Library is your source for the latest GSA and VA schedules and GWAC contract award information. Schedules e-Library is updated daily to provide you with the latest award information!

#### Search

enter Keywords, Contract Number, Contractor/Manufacturer Name, Schedule/SIN/GWAC Number

in all the words

Search

View an Alphabetical Listing of available Contractors (a-z)

#### CATEGORY GUIDE

- Spring/Summer
- Furniture & Furnishings
- Hospitality, Cleaning, & Chemicals
- Laboratory, Scientific, & Medical
- Office Solutions
- Services
- Travel & Transportation Solutions
- Disaster Relief
- Building & Industrial
- Homeland Security
- IT Solutions & Electronics
- Law Enforcement, Fire, & Security
- Recreation & Apparel
- Tools, Hardware, & Machinery
- Vehicles & Watercraft
- Wildland Fire & Equipment

#### IN THE SPOTLIGHT

Two NEW categories: "967 01 - Fuel Tankers" and "968 01 - Water Tankers" have been added to Schedule 23 VI

GSA Federal Supply Schedules

VA Federal Supply Schedules

#### QUICK SCHEDULE

Go to - schedule - Go

#### COOPERATIVE PURCHASING

Purchase IT products, services, and support equipment from Federal Supply Schedules.

- View authorized vendors
- Cooperative Purchase FAQ

#### GOVERNMENTWIDE ACQUISITION CONTRACTS (GWAC)

GWAC Total Solutions saves you time and money...

View all GWACs

#### Attention Schedule Partners

If you currently have a Federal Supply Schedule contract under Schedule 70 or 75, please [click here](#) for an important message.



# Locate, Read, And Understand The MAS Solicitation

## GSA Schedules e-Library

Home

Federal Supply Schedule Listing

Basic Schedule Ordering Guidelines

Help

GSA Advantage

e-Buy

Search:

all the words



Go

### Schedule Summary

For general schedule questions, contact:  
IT Acquisition Center  
Phone: (703) 605-2700  
E-mail: [it.center@gsa.gov](mailto:it.center@gsa.gov)

## 70

### GENERAL PURPOSE COMMERCIAL TECHNOLOGY EQUIPMENT,

#### SOFTWARE, AND SERVICES - Pursuant to Section 211 of the e-Gov Act of 2002,

Cooperative Purchasing provides authorized State and local government entities access to information technology items offered through GSA's Schedule 70 and the Corporate contracts for associated special item numbers. Contracts with the COOP PURC icon indicate that authorized state and local government entities may procure from that contract.



GSA Contracts Online

Federal Buyers...

View Contract: Clauses

Vendors

Click here to view the current solicitation on FedBizOpps

70 Category list:

- Categories

Once you find a schedule that fits what product/service you want to sell through GSA, find this box to click for the appropriate paperwork. If you have questions, there's a contact name in the paperwork and on each Schedule page for you.





# Offer Submission:

1. Download the appropriate schedule solicitation (paperwork for offer)
  2. Read through twice using a highlighter so you can annotate the areas where you've identified questions you have on what's required?
  3. Get those questions answered before completing and submitting the offer to GSA.
  4. Who can help?
    - Contracting Officer listed on the solicitation
    - Procurement Technical Assistance Centers ([www.washingtonptac.org](http://www.washingtonptac.org))
    - Idaho Business Network
  5. <http://commerce.idaho.gov/business/government-contracting.aspx>
- Once submitted, average award time is 120 days.

**\*\*\*You do not need to pay to get on to a GSA Schedule\*\*\***





## ***Get the Competitive Edge: Sharpen Your Marketing Skills***

- Do your business cards identify what business you're in?
- Do you have e-mail? Do you have a website? In today's market, you need both.
- Dress for the job you want, not the job you have.
- Wear a jacket with pockets when networking so you can easily exchange business cards.
- Carry 2 pens, so you can write easily and provide a potential buyer the chance to write your information down quickly.
- Do you have the right people representing you at conferences/meetings? Do you have the right people answering your phones? First impressions are imperative in this business.
- Be cautious of mass e-mails when advertising your company.
- Do you know who buys what you sell?
- Do you have a business plan & marketing plan for the next 2 years?
- Show your interest in starting with small projects to establish performance and credibility within an agency.
- Learn the Federal Acquisition Regulation (FAR). This is what governs Contracting Officers.
- Federal Business Opportunities should be an every day "to do" [www.fbo.gov](http://www.fbo.gov)
- Keep updated on federal procurements through: Government Executive, Federal Times, Washington Posts, etc... all are available online
- Have a PLAN any time you go into an agency. Don't ask them what opportunities they have; let them know you provide products/services that they buy. That lets them know you've done your homework.

- Attend conferences/workshops to network





# Thank You

## GSA Regional Office of Small Business Utilization

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[www.gsa.gov](http://www.gsa.gov)

*“Proudly Serving Small Business in  
Alaska, Idaho, Oregon & Washington”*

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